

TITLE: Project Bristol/Players Lights 25's

PERIOD COVERED: July 1, 1985 - October 1, 1985

DATE: October 4, 1985

RESPONSIBLE PERSON: Vivian E. Willis

TEAM MEMBERS: J. Spruill, A. Vulovic, and V. Willis

OBJECTIVES:

Develop a ten milligram 85mm and a twelve milligram 100mm Players Lights regular and menthol to be sold as a twenty-five soft pack (value entry).

STATUS:

Test Market for the Players Lights regular has been initiated. The Test Market cities are Des Moines and Denver. A market pickup of the Players Lights regular has been completed. No significant differences were found between the Players Lights regular and other cigarettes that have been picked up from the respective areas in the past. Pack seals on the Players Lights samples remain good. Oven volatiles were comparable to past pickups for the area and time in the field. All storage and stability studies on the flavor system and finished product is complete. The Test Market locations are scheduled to be extended in early October.

Work on the menthol companion has continued. A number of menthol flavors have been evaluated. Through internal testing, the menthol flavor for Players Lights has been chosen. The menthol flavor is 8435-142. Additional inhouse and external testing has been scheduled. Stability and storage studies have been initiated on the Players Lights Menthol with aftercut flavor 8435-142. Flavor formulation has been transmitted. Plans for production start-up have been initiated.

PLANS:

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1. Complete testing of Players Lights regular ripper shorts.
 2. Complete stability and storage study on menthol flavors and cigarettes.
 3. Test ripper shorts for the Players Lights Menthol.
 4. Continue to monitor the Players Lights regular Test Market.
 5. Determine optimum flavor application and specifications of the Players Lights regular and menthol at various tar ranges.
 6. Production plans
 - a. Manufacturing trial
 - b. Salesman samples
 - c. Manufacturing start-up
 - d. National introduction (regular and menthol)

Early October
October 17, 1985
October 25, 1985
January, 1986

REFERENCE:

Notebook numbers: 8435, 8119

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V. E. Willis